

Message Text

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PAGE 01 BANGKO 25159 311026Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----041539 311028Z /17

P 311016Z AUG 78
FM AMEMBASSY BANGKOK
TO SECSTATE WASHDC PRIORITY 0286
INFO USDOC WASHDC
AMEMBASSY CANBERRA
AMCONSUL HONG KONG
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY TAIPEI
AMEMBASSY TOKYO

UNCLAS BANGKOK 25159

EO 11652: NA
TAGS: BEXP, ETRD, EINV, TH
SUBJ: COUNTRY COMMERCIAL PROGRAM - JOINT STUDY PROGRAM
- WITH APCAC

1. EMBASSY BANGKOK PLANS FOUR COOPERATIVE PROJECTS WITH THE AMERICAN CHAMBER OF COMMERCE IN THAILAND. TWO JOINT STUDY PROJECTS AND TWO JOINT TRADE PROMOTION PROJECTS. ALL FOUR ARE DESIGNED TO AID SMALL TO MEDIUM-SIZED BUSINESSMEN IN COMPETING FOR MARKETS IN THAILAND.

2. EMBASSY AND AMCHAM WILL JOIN FORCES ON TWO JOINT STUDY PROJECTS. FIRST WILL BE AN IN DEPTH SURVEY OF U.S. INVESTMENT IN THAILAND. EMBOFFS AND AMCHAM WILL PREPARE A QUESTIONNAIRE TO DETERMINE ORIGINAL INVESTMENT IN THAILAND, PERCENTAGE OF EQUITY CURRENTLY OWNED BY AMERICANS, ANNUAL RETURN ON INVESTMENT, VOLUME OF SALES,
UNCLASSIFIED

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PAGE 02 BANGKO 25159 311026Z

NUMBER OF JOBS CREATED, ETC. QUESTIONNAIRES WILL BE FOLLOWED BY PERSONAL INTERVIEWS CONDUCTED BY AMCHAM MEMBERS. EMBASSY AND AMCHAM WILL USE EMBASSY COMPUTER FACILITIES TO CORRELATE DATA. AS END RESULT, EMBASSY AND AMCHAM HOPE TO HAVE DETAILED PORTRAIT OF AMERICAN INVESTMENT AND TRADE IN THAILAND. WITH THIS FOUNDATION, WE CAN BEGIN COMPARATIVE STUDY OF AMERICAN PERFORMANCE

IN THAI MARKETS COMPARED TO FOREIGN COMPANIES.

3. BEGINNING WITH COMPUTERIZED LIST ALREADY PREPARED BY EMBASSY, AMCHAM AND EMBASSY WILL DEVELOP A COMPLETE LISTING OF U.S. PRODUCTS AND SERVICES AVAILABLE IN THAILAND. LISTS WHICH WILL BE COMPILED AND CROSS-INDEXED BY COMPUTER AND WILL INCLUDE NUMBER OF AND TYPE OF PRODUCTS AVAILABLE, AMERICAN BRAND NAME, THAI AGENT OR DISTRIBUTOR, RETAILED OUTLETS HANDLING PRODUCTS AND U.S. SUPPLIERS. THIS WILL PROVIDE BOTH EMBASSY/AMCHAM WITH EASY, QUICK REFERRAL SERVICE FOR THAI FIRMS OR CONSUMERS WISHING TO PURCHASE AMERICAN PRODUCTS. MOREOVER, EMBASSY/AMCHAM HOPE THAT THROUGH RESEARCH CONDUCTED TO PRODUCE LIST TOGETHER, WE WILL OBTAIN VITAL INFORMATION ABOUT TYPE OF AMERICAN PRODUCTS WHICH HAVE A READY MARKET IN THAILAND THAN THOSE FOR WHICH THERE IS LITTLE DEMAND.

4. EMBASSY/AMCHAM HAVE ALREADY BEGUN WORK FOR TWO TRADE MISSIONS/SEMINARS. IN EACH CASE, ONE DAY MISSION/SEMINAR IS PLANNED TO ALLOW REPRESENTATIVES OF AMERICAN FIRMS TO PRESENT THEIR QUALIFICATIONS AND SERVICES TO THE THAI MARKETS. FIRST MISSION/SEMINAR WILL BE PRESENTED BY AMERICAN ENGINEERING FIRMS IN THAILAND. SECOND, WILL BE PRESENTED BY SERVICE ORIENTED FIRMS (I.E. FIRMS OFFERING MANAGERIAL, PERSONNEL, ACCOUNTING, LEGAL, SECRETARIAL OR CLERICAL SERVICE).
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PAGE 03 BANGKO 25159 311026Z

5. AFTER OCTOBER, EMBASSY BANGKOK WILL ACT AS LIAISON WITH APCAC HEADQUARTERS. ABRAMOWITZ

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NNN

Message Attributes

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